



A personal commitment to New Mexico

Creative Green Marketing Tactics

Daniel
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PNM Sky Blue



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Program Overview



**9th National Green Power Marketing
Conference**

October 2004

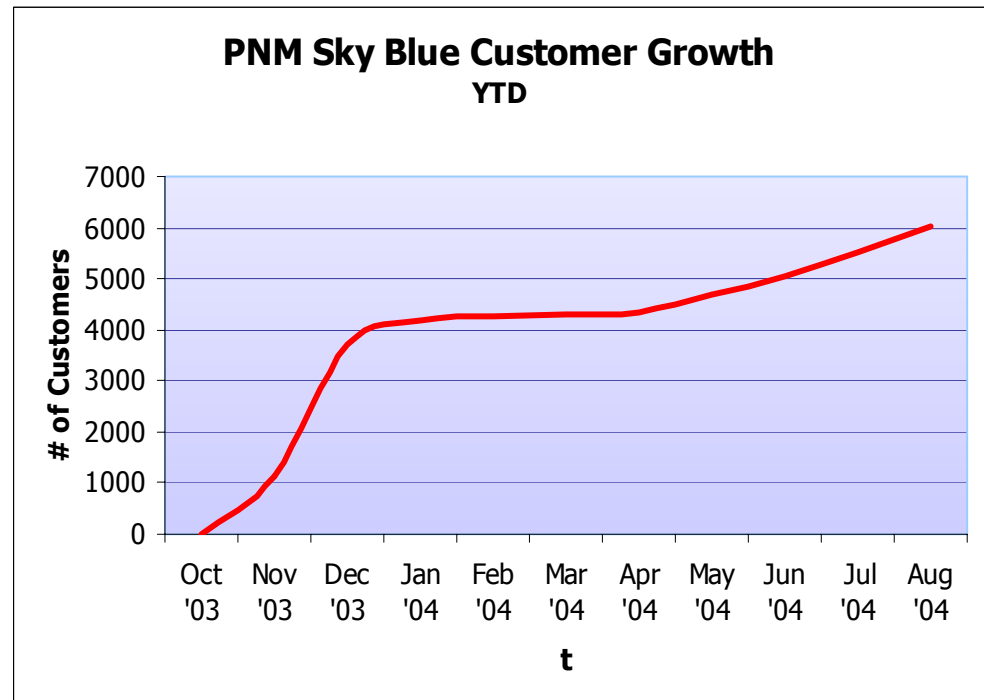


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Program Success

**Reached 2%
market
penetration
in 10 months**



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Do your homework!

- ❖ **Primary research**
- ❖ **Secondary research**
- ❖ **Focus groups**



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Market Communications

- ❖ Paid media
- ❖ Collaborative
- ❖ PR
- ❖ PNM itself



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Marketing Channel & Message Style

❖ Multiple channels, multiple styles



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Third Party Endorsements

- ❖ **Political**
- ❖ **Environmental**
- ❖ **Testimonial**
- ❖ **Opinion
leaders**



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Future Challenges & Development

Now what?

- ❖ **Market maven**
- ❖ **Program development**
- ❖ **Increase value**
- ❖ **Explore new
marketing channels**





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